



April 2006

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• **Legislative Update**

Introduced

-Introduced February 28, H.R.4818 Hefley (CO-5), To establish the **South Park National Heritage Area** in the State of Colorado, and for other purposes. Also S. 2336 (Salazar-CO) to establish the **South Park National Heritage Area**.

-Introduced March 2, H.R.4864 Everett (AL-2), To direct the Secretary of the Interior to study the suitability and feasibility of establishing the **Chattahoochee Trace National Heritage Corridor** in Alabama and Georgia, and for other purposes.

-For list of legislation currently introduced in the 109th Congress, visit <http://www.cr.nps.gov/heritageareas/LEG/introbills109.pdf>

• **This Month in the Heritage Areas**

-If you have news from your heritage area to share with the recipients of next month's bulletin, please email the editor by April 28.

• **Rebuilding After Hurricane Katrina**

-The 7th **Annual Coastal Development Strategies Conference** is being held May 02, 2006 in Biloxi, Mississippi. Sponsored by the Mississippi Department of Marine Resources, Comprehensive Resource Management Plan (CRMP) project and the Mississippi Gulf Coast Chamber of Commerce, this conference will provide decision makers of Southern Mississippi with successful smart growth and development tools, strategies, ideas and experiences from cities and leaders around the nation. Guest speakers will include keynote speaker Joseph P. Riley, Jr., Mayor, City of Charleston; Rickey Mathews, Publisher, The Sun Herald; John Cosgrove, Alliance of National Heritage Areas; Vernon Asper, PhD, Univ of Southern Mississippi; Bruce Beckham, Tourism Cares for Tomorrow; and Brenda Barrett, National Coordinator of Heritage Areas at the National Park Service. Because of the impacts of the hurricane on the region, this year's registration is free. Download registration forms at <http://www.dmr.state.ms.us> or call 228-374-5022 to receive a form via fax or e-mail. Additional sponsors include Grand Bay National Estuarine Research Reserve, Mississippi Power, Mississippi Department of Marine Resources Coastal Preserves Program, Gulf Hills Conference & Convention Center and DuPont.

• News from the Alliance of National Heritage Areas

-The **Alliance of National Heritage Areas** will have their next Board of Directors business meeting April 25-28, 2006 in the South Carolina National Heritage Corridor. The meeting will include a tour of sights in the region, events with regional partners, and a program roundtable for heritage area staff. For more information on the Alliance, visit <http://www.nationalheritageareas.org>



• Grants and Awards Opportunities

-The Conservation Fund, Eastman Kodak Company and the National Geographic Society are accepting applications for the **2006 Kodak American Greenways Awards** program through June 1, 2006. The program awards seed money to stimulate greenway, blueway and trail planning and design. Award recipients will receive grants of \$500 - \$2500 to support pioneering work in linking the nation's natural areas, historic sites, parks and open space. Grants can be used for public outreach, planning, design, construction, technical assistance, legal and other costs but not for academic research, general institutional support, lobbying, or political activities.

Local, regional, and statewide nonprofits, as well as community-based and municipal government organizations are encouraged to apply. Last year, Kodak, The Conservation Fund, and the National Geographic Society awarded 47 community grants. An online application, grant guidelines and additional program information are available on The Conservation Fund's website <http://www.conservationfund.org> under "Award Programs". For more information, please Jen Hauck at 703-525-6300, jhauck@conservationfund.org.

-**National Forest Foundation's Community Assistance Program** is providing seed money for National Forest Partnerships. The National Forest Foundation is a private, nonprofit organization established by Congress in 1990 to support the USDA Forest Service



in its management of the nation's forests and grasslands. The Foundation's Community Assistance Program provides "start-up" grants in the \$5,000 to \$15,000 range to enable communities to play a more active role in the sustainable management of nearby national forests. The program promotes the creation of locally based partnerships that seek to build economic and environmental sustainability through constructive dialogue and hands-on involvement.

Applications will be accepted from newly-forming community-based nonprofit organizations in need of capacity-building and start-up organizational and technical assistance. Applications are due April 28 and September 8, 2006. Visit http://www.natlforests.org/consp_05_cap.html for more information.

-The **Travel Industry Association of America** has partnered with *National Geographic Traveler* for the first time in the 55-year history of the **Odyssey Awards** to recognize the outstanding achievements of organizations that have successfully journeyed to a higher level of excellence and accomplishment in the U.S. travel and tourism industry. Non-TIA members are eligible to win an award. For the first time ever, a special ad featuring the Award winners will run in *National Geographic Traveler*, a consumer travel magazine reaching more than 6 million readers with each issue. The award categories are:

- Award for Public and Community Service
- Award for Publicity and Promotion

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- Domestic Travel Advertising Award
 - International Travel Advertising Award
 - Domestic See America Marketing Award
 - International Inbound See America Marketing Award
 - Tourism Economic Awareness Award
 - Online Marketing Award (*new*)
 - Partners in Tourism Award (*new*)
 - *National Geographic Traveler's* Travel to a Better World Awards: (*new*)
 - Geo-Tourism Award
 - Sustainable Tourism Messages in Advertising Award

Winning organizations will be honored at a gala dinner and ceremony on Thursday, October 12, 2006 during TIA's Marketing Outlook Forum at the Boca Raton Resort and Club, Boca Raton, Florida. Visit <http://www.tia.org/odysseyawards> for guidelines, details on each category and the entry process. The deadline for submissions is June 2, 2006.

• Conferences and Workshops

-The first **Civic Tourism National Conference**, held March 16-18 in Prescott, Arizona, was a success. Civic Tourism, an extension of cultural tourism, heritage tourism, ecotourism, geotourism, and other alternative approaches that position a region's sense of place as the tourism attraction, focuses on responsible product development, not marketing. The conference created a forum for discussion related to the issues that frame place-based tourism, such as authenticity, carrying capacity, interpretation, and the community's role. Presenters from a variety of tourism-related disciplines, including the natural environment, historic preservation, cultural programs, politics, and the travel industry, participated in the discussions.

With the conference over, the Civic Tourism website is continuing these discussions online through a **Civic Tourism Blog** where people can post questions, suggestions, concerns, and other comments related to place-based tourism. The Civic Tourism project is supported with funding from the Institute of Museum and Library Services, a federal agency, and Tourism Cares for Tomorrow, a private foundation. Visit the Civic Tourism Blog at <http://www.civictourism.org> to post your questions or comments. If you like what you see emerging, spread the word about the blog's existence; the more people that participate, the richer the dialog.



• Publications and Resources

-*Heritage News* is a monthly e-newsletter published by the National Park Service to deliver timely information on topics including grant opportunities, new laws or policies, events, and activities of interest to the national heritage community. Suggestions of news or calendar items may be sent to NPS_HeritageNews@nps.gov. Please include contact information, including websites. News items should be no longer than 200 words.

Last month's edition featured stories about Silos and Smokestacks and the Alliance of National Heritage Areas Annual Meeting. Read the online version of *Heritage News* at <http://www.cr.nps.gov/HeritageNews>

-National heritage areas are involved in hundreds of projects and programs to achieve the objectives outlined in their management plans. In Fall 2005, an intern from the University of Maryland Historic Preservation Master's Program highlighted a sampling of them in ten **best practices** that illustrate the diversity and creativity of national heritage area initiatives. The



Alliance of National Heritage Areas and the NPS Washington office provided guidance in the selection of projects based on those submitted by the national heritage areas in their annual survey. The selected heritage areas provided additional information and materials. These best practices, presented as case studies, present useful ideas, approaches and lessons from which other heritage areas and collaborative conservation initiatives can

learn. The best practices presented are:

- Delaware and Lehigh National Heritage Corridor: Corridor Market Towns Initiative
- Essex National Heritage Area: Trails & Sails: A Weekend of Walks and Water
- MotorCities National Heritage Area: Steven P. Yokich Education Program
- Ohio & Erie National Heritage CanalWay: Development of the Towpath Trail
- Rivers of Steel National Heritage Area: Ethnographic Surveys
- Shenandoah Valley Battlefields National Historic District: Preservation Planning
- South Carolina National Heritage Corridor: Corridor Discovery System
- Southwestern Pennsylvania Industrial Heritage Route: Progress Fund
- Wheeling National Heritage Area: Adaptive Reuse Study
- Yuma Crossing National Heritage Area: East Wetlands Restoration

To download the case studies, visit the NPS national heritage areas website at <http://www.cr.nps.gov/heritageareas>

• Other news

-Local communities in 42 states will receive more than \$22 million in federal grants for 207 projects that improve and promote highways designated as scenic byways. The grants are part of the Federal Highway Administration's **National Scenic Byways Program**, which recognizes and enhances selected roads based on their archeological, cultural, historic, natural, recreational or scenic qualities. The grants will be used for projects such as scenic overlooks, visitor information centers, pedestrian trails, bike paths, safety upgrades, and educational and promotional materials. Essex National Heritage Area received a grant for a Scenic Byways Corridor General Management Plan; projects were also funded in the Ohio & Erie CanalWay and Illinois & Michigan. More information about the National Scenic Byways Program is available online at <http://www.bywaysonline.org>

-The first round of **Preserve America Grants** was announced at a ceremony on March 9th hosted by First Lady Laura Bush. Nine of the 45 projects awarded lie within national heritage areas. Applications are now being accepted for the **second round** of Preserve America grants; application deadline is May 19. Read the application materials carefully—while certain restrictions apply for Preserve America communities that lie within national heritage areas, these communities may still be eligible. For more information, visit <http://www.preserveamerica.gov>



• For more information on heritage areas, visit our **website**.

-If you have heritage area news to share with the 650+ readers who receive this e-bulletin, please feel free to send it to the editor.

Please forward this bulletin to others who may be interested, and encourage them to join our e-bulletin address list.

- Reach the editor at suzanne_copping@contractor.nps.gov
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- Past issues available at <http://www.cr.nps.gov/heritageareas/rep/bb.htm>
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